Tourism Flows in Brazil

September 2023

Table of Contents
Tourism Flows in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Brazil is becoming a destination for international tourists again due to easing of sanitary restrictions. Business travel is experiencing a revival, and domestic tourism rebounds to pre-pandemic levels.

PROSPECTS AND OPPORTUNITIES

Greater use of technology and AI to drive competitiveness and provide more targeted services. Overtourism returns post-pandemic, while tourists are also more open to discovering new destinations.

CATEGORY DATA

Table 1 - Inbound Arrivals: Number of Trips 2018-2023
Table 2 - Inbound Arrivals by Country: Number of Trips 2018-2023
Table 3 - Inbound City Arrivals 2018-2023
Table 4 - Inbound Tourism Spending: Value 2018-2023
Table 5 - Forecast Inbound Arrivals: Number of Trips 2023-2028
Table 6 - Forecast Inbound Arrivals by Country: Number of Trips 2023-2028
Table 7 - Forecast Inbound Tourism Spending: Value 2023-2028
Table 8 - Domestic Trips by Destination: Number of Trips 2018-2023
Table 9 - Domestic Spending: Value 2018-2023
Table 10 - Forecast Domestic Trips by Destination: Number of Trips 2023-2028
Table 11 - Forecast Domestic Spending: Value 2023-2028
Table 12 - Outbound Departures: Number of Trips 2018-2023
Table 13 - Outbound Departures by Destination: Number of Trips 2018-2023
Table 14 - Outbound Tourism Spending: Value 2018-2023
Table 15 - Forecast Outbound Departures: Number of Trips 2023-2028
Table 16 - Forecast Outbound Departures by Destination: Number of Trips 2023-2028
Table 17 - Forecast Outbound Spending: Value 2023-2028

Travel in Brazil - Industry Overview

EXECUTIVE SUMMARY

Travel in 2023

Federal programme targeting low-income travellers catches the attention of airlines. Lack of investment and workforce training remains, impairing the performance of hotels. Record number of passenger boardings for both domestic and international trips mark the year for intermediaries. What next for travel?

MARKET DATA

Table 18 - Surface Travel Modes Sales: Value 2018-2023
Table 19 - Surface Travel Modes Online Sales: Value 2018-2023
Table 20 - Forecast Surface Travel Modes Sales: Value 2023-2028
Table 21 - Forecast Surface Travel Modes Online Sales: Value 2023-2028
Table 22 - In-Destination Spending: Value 2018-2023
Table 23 - Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources
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